

*Professions Board*  
**ANNUAL REPORT**

August 31<sup>st</sup>, 2009

Submitted by Steve Bourne

Summary

The Professions Board has been operating since June 2005. The board itself meets via teleconference as needed and we have 3 face to face meetings a year. The board is actively engaged on the projects that we have undertaken and we have good staff support.

Board membership

Steve Bourne (Chair)  
Bryan Cantrill  
Terry Coatta (Vice Chair)  
Mike MacFaden  
Ben Fried  
Benjamin Mako Hill  
Noreen Wu

Committee chairs

Steve Teicher  
Annie Archbold  
Mache Creeger  
Mark Compton

We have made some changes to the board and have taken over some of the oversight provided by the MSB. This includes the PD committee, local activities task force and the DSP. Further changes are anticipated as we develop our roadmap of activities for the next 5 years.

Professions Board Projects

1. Queue
  - a. Articles

- b. Case Studies
  - c. CTO round tables (Mache)
2. Professional development
  3. Local activities task force
  4. Distinguished Speakers Program (Annie)

Since last year the Professional Development committee has been established led by Steve Teicher. He has done an excellent job of recruiting the committee members. ... We have also established a Case Study committee that meets every month by phone. We have dropped "Ethics". These projects are in various stages of development.

### Queue Web Site

This year we established Queue as a brand to cover all of the practitioner content we produce. The Queue article acquisition continues to produce good results. We are able to attract high quality authors. We have brought on new Queue editorial board members to increase our ability to reach potential authors. We are also planning to hold half the meetings on the East coast now that we have a critical mass of East coast board members. The acquisition model is still dependent on the ability of the board to attract authors and on our unique staff capability to get them to write articles.

With the branding of Queue in CACM that began in May we have completed the transition of Queue from a print delivery model to an online magazine. We have integrated Queue's editorial content with the content obtained through our Case Studies, and CTO Forum efforts on the Queue web site.

We also provide significant Queue content for the Practice section of the CACM print magazine in the form of Queue articles and other content designed specifically for the CACM.

The complete list of Queue content channels includes:

- Queue articles
- Planet Queue
- CTO round table articles
- Case studies
- Stanford and MIT video content
- Columns such as Geek@home, Kode Vicious and Curmudgeon

We believe we need to continue to add new content channels to make the Queue web site attractive and are actively seeking new content. It is expected

that the site will provide broad enough content to make it a worthwhile destination for software developers and IT engineers.

### CTO Round Tables

We enlist a group of 5-6 “CTO” level people from industry and hold a moderated panel discussion in a private setting on some particular topic. The resulting discussion is edited and published as one or two articles. The topics are chosen to represent current practical issues being faced by CTOs in the operations. An expert is recruited to guide the discussion and provide domain expertise on what questions are interesting to ask. Mache Creager moderates the panel discussions over a dinner meeting and produces the final copy from transcripts.

We have produced four CTO round tables articles this year (Storage, Virtualization, Cloud Computing, and Malware Defense).

### Case Studies

The model we are using after some initial experimentation is to conduct interviews with leaders of software engineering efforts who will be asked to relate their experience in implementing projects and tackling interesting challenges... Perhaps the best recent example is the Google GFS case study discussion between Kirk McKusick (Berkeley Fast File System), and Sean Quinlan (Google Engineering Director and former head of the GFS development team).

Overall and after some early difficulties this project is producing excellent articles that are published in print as part of CACM Practice Section and on the Queue web site. We have received some good feedback and one of the case studies was featured in Slashdot. The committee has been expanded to include Dick Sites, Harry Saal as well as existing members Terry Coatta and Steve Teicher. Mark Compton does an excellent job of delivering from concept to final copy.

We are targeting the interests and needs of those ACM members who are enterprise decision makers, software architects and developers - along with their colleagues in IT. Non-ACM members are not precluded, but ACM practitioners are our first and foremost target.

We have produced four case studies this year: RIA Development content section: SalesCentrix Case Study (*HBR* model) – commentary by Peter Christie; AJAX Debuggability article by Eric Schrock (5/09 CACM); GWT Case-in-Point article by Bruce Johnson (9/09 CACM); the GFS Case Study discussion.

### Local Activities Task Force.

The Local Activities task force chaired is by Terry Coatta. This group has been charged by Council to develop the ACM strategy for Chapters and other local networking activities. The EC sponsor for this is Alain Chesnais. The task force has met face to face and has been working by monthly conference calls. A recommendation has been presented to Council and approved and new Chapters are now being created using the revised process. We expect to evaluate this by the end of 2009 and if considered successful will begin informing "legacy" chapters that they need to transition to the new model.

### Professional Development

This committee has met face to face and has conducted a survey to understand the needs of our members in the professional capacity.

This committee has had face to face meetings and continues to oversee the new program that was revamped recently. The survey which is about to be discussed by the PD committee shows changes in the needs of our membership on the topics and methods of delivery that ACM should consider. In addition we are beginning to see a stronger interest in certification which we might expect to grow as countries outside the US develop preferences in this area.

## **Distinguished Speakers Committee**

The Distinguished Speakers Program Committee focused on the establishment of procedures and policies for the nomination of new speakers and speaker travel. The DSP website was revised in order to promote a “Featured Speaker” monthly. Currently, the DSP Committee consists of the following individuals:

- Annie Archbold, PhD, Chair Centers for Disease Control and Prevention
- Barrett Bryant University of Alabama, Birmingham
- William (Bill) Curtis -Davidson IBM
- Robert Jones Intel
- David Kasik Boeing
- Laura Parker Mentor Graphics
- Gabby Silverman Computer Associates
- Molly Stevens Google

## ***New DSP Policies & Procedures –***

### ○ **Speaker Nomination:**

The entire DSP Committee will be responsible for the acceptance of a speaker for the program; each committee member will have a vote and speakers will be rated on a scale from 1 -to-5 (the same rating scale used by the Fellows Committee). Any speaker who is rated “3” or higher will be accepted into the program. Rating potential speakers will be based upon the following:

- The recent [within the last 3 years] talks/speeches/short courses/presentations given with the respective topics and approximate size of the audiences.
- Their CV/resume: 5 years of working experience is required

### ○ **Speaker Travel Guidelines:**

The ACM Travel Policy will be used as a guide for speakers’ travel. For example, the following principles will apply –

- In terms of airfare, economy airfare is required;
- Mileage is reimbursed at \$.55 per mile;
- Transportation to and from airports at a reasonable cost (shuttle or bus or cab, etc.), is reimbursed;
- Airport parking (long term lot) is reimbursed; and
- Rental cars that have been pre-approved by ACM’s COO will be reimbursed;

## **FY’09 DSP Overview --**

This year, 50 talks by 30 speakers were given – 40 talks were given at U.S. university Student Chapters, while 10 were given internationally in Singapore, India, Philippines, Bangkok, Australia, Finland, Argentina, Ukraine, Spain and Romania. The audience size for all these talks ranged from 20 to 350.

In addition, the DSP provided speakers to the SD Forum (Software Development Forum)

for their conferences, specifically, Michael Zyda, Director of the USC GamePipe Laboratory, and Professor of Engineering Practice in the CS Department at USC and Victor Bahl, Principal Researcher and Founding Manager of the Networking Research Group in Microsoft Research.